



QUARTER 1 - 2017

QUARTER 2 - 2017

QUARTER 3 - 2017

QUARTER 4 - 2017

MEDIA RAMP-UP

Social media campaign focused on seasonal moments for customer engagement (see below)*

APRIL - HARD CONSUMER LAUNCH

Broadcast PSA/Video (earned, YouTube boosting, digital advertising)**

Retail / Manufacturer Co-Marketing POP***

Influencer Partnership (e.g., IZEA)

OCT – 2ND MEDIA FLIGHT

National Media Partnership (e.g., HGTV)

Retail Event Activation****

* Social media assets available **January 2017**

** Video assets available **February 2017**

*** Building blocks for POP and other creative available **December 2016**

**** Retail event activation toolkit available **April 2017**

SEASONAL MOMENTS FOR SOCIAL MEDIA

| JAN / FEB / MAR | APR / MAY / JUNE | JULY / AUG / SEPT | OCT / NOV / DEC |
|--|--|--|---|
| <ul style="list-style-type: none"> - Family gatherings/cozy evenings - Kids' sleepovers - Valentine's Day - Super Bowl parties - St. Patrick's Day - March Madness | <ul style="list-style-type: none"> - Earth Day - Bringing home new baby - Kids indoor on rainy day - Getting ready for graduation - Prom date pick-up | <ul style="list-style-type: none"> - Outdoor lighting - Parent putting bandage on a kid's knee - First day of school - College move-in day | <ul style="list-style-type: none"> - Halloween - Daylight saving time - Thanksgiving dinner - Holiday party - New Year's Eve |